

# ABSOLUTELY PURE BEERS

## Heurich's Have the Government Behind Them.

### OFFICIAL TEST AS MADE PUBLIC

## Thousands of Barrels Consumed Daily—Product of a Vast Establishment.

### CAREER OF CHRISTIAN HEURICH

Thirty years ago there came to Washington a stranger, who, with rare business discernment, saw in the steady and substantial growth of the city a splendid field for future mercantile operations. The stranger was Mr. Christian Heurich, whose capital consisted of a small amount of money but with a large stock of energy, experience and ability.

With characteristic pluck he started a brewery on a small and modest scale, in connection with Mr. Paul Ritter, whose interest he bought out in the succeeding year.

Indorsement is the grandest testimonial that can be given to the product of a business concern. As the beautiful and historic city of Washington has made marvelous progress during the past fifty years of its life along all lines, so has the Christian Heurich Brewing Company made equally marvelous advancement during the thirty years of its existence. A saying trite, and true, is that "figures never lie." Then a glance at Mr. Heurich's record books, which are always kept open for public inspection, will bear out the statement that the business growth of his establishment has indeed been mar-

velous. The entries show that in 1873 there was a yearly output of but 1,414 barrels of beer. In 1901 the yearly output was over 91,000 barrels. In 1873 the average quantity of beer kept on hand was 4,074 barrels. At this time the storage department of the company contains 32,350 barrels of the beverage. These figures tell a story of business advancement which words cannot supplement.

Mr. Christian Heurich has been a public benefactor in many directions. It was due almost entirely to his efforts and his enterprise that the price of ice was lowered in this city at a time when exorbitant rates for that warm-weather necessity were being charged. He installed an ice-making plant in his extensive establishment in 1895, and not only made ice for his own immediate use, but supplied it to his neighbors, which had the effect of silencing the high-price state that was being prepared and bringing down the price of that commodity.

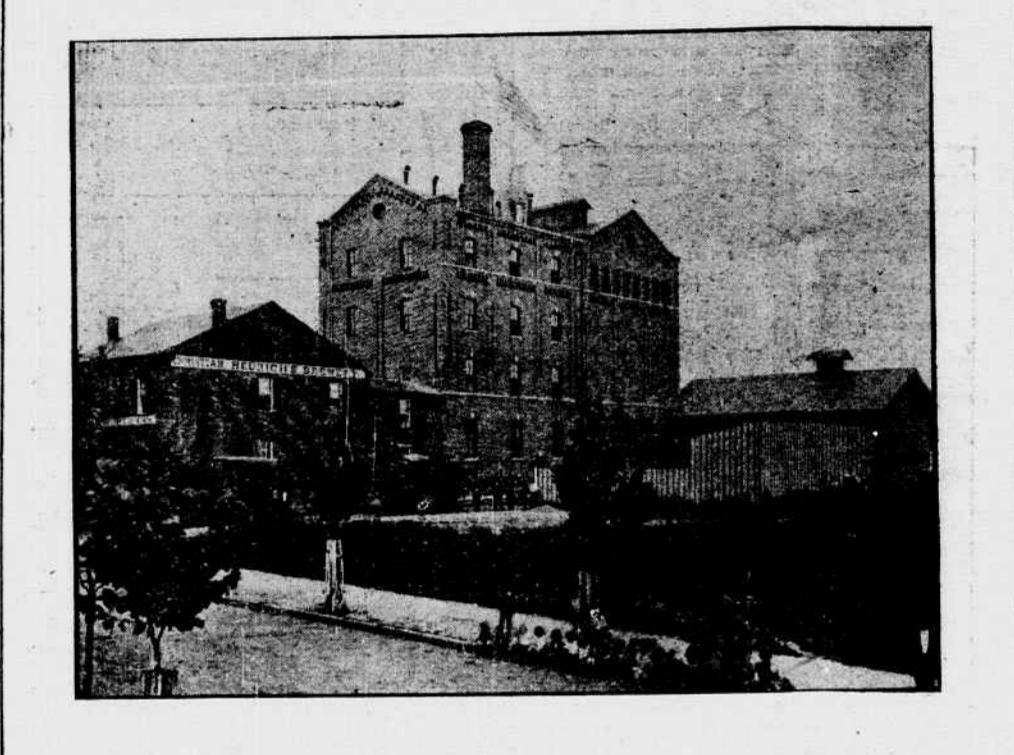
Before coming to this country Mr. Heurich traveled extensively through Germany and Austria, visiting all the principal brewing cities of those empires. This experience covered a period of seven years, during which time he worked as a journeyman in all the celebrated breweries of Germany and

then the analysis. Then he promised to furnish it, and stated in private conversation, and in the presence of another gentleman, that two samples of the Heurich beer, one of bottle and one of draught beer, had been analyzed and were found to be "pure and free from admixtures." He promised to write a letter, furnishing the analysis, but later, for some reason, changed his mind and refused to do so.

Well knowing the justice of his demand and feeling himself injured in his business and fair name as a manufacturer of a pure and healthful article of beer, Mr. Heurich sought redress for the wrong by an appeal to Congress. In his petition he stated that he had been refused the information demanded by him. The resolution was referred to the committee on the liquor traffic.

The outcome was that Mr. Heurich secured the result of the analysis by the government chemist of the Department of Agriculture of a bottle of his beer, picked up at random, and bearing the label of "Heurich's Beer." Here is the result of the analysis:

	Percent.
SPECIFIC GRAVITY.....	1.0143
ALCOHOL, BY WEIGHT.....	4.18
ALCOHOL, BY VOLUME.....	5.24
EXTRACT.....	5.05
ORIGINAL GRAVITY.....	1.0633
ASH.....	3.88
REDUCING SUGAR AS MALT.....	1.25
TOSE.....	2.03
DEXTRIN.....	2.03



HEURICH'S TWENTIETH STREET BREWERY.

Austria, in order to perfect himself as a master in the art of brewing. The Western Brewer, the leading trade publication, in speaking of Mr. Heurich's marked and deserved success, says:

"Starting from absolutely nothing but a knowledge of brewing and an ability to labor, Christian Heurich was able to place himself in a position in a city where it has been often said nobody can succeed unless he has a government order. He is essentially a self-made man, yet he is ever a gentleman, a man of plain manners and habits, a most true friend and an ornament to the trade in which he has become so prominent a figure."

Mr. Heurich's master stroke was his action which resulted in competing the United States Department of Agriculture to make public the results of the analysis of the different brands of beer on sale in Washington. The analysis was made under the pretext of exposing adulterations of food and drink, and when published by the department stated in what cities the beers were manufactured, but failed to give the names of the manufacturers.

Some of the local samples having been found to contain foreign or deleterious substances, the Heurich beer, as well as the others made in this city, naturally came under suspicion as being impure or adulterated. Mr. Heurich, however, was not deterred. He installed a cloud, knowing full well that only the best and purest ingredients were used in his manufacture. He also supplied it to the Commissioner of Agriculture for the analysis of the samples of his beer.

The Commissioner first refused to fur-

ALBUMINOIDS.....	0.69
FREE ACIDS AS LACTIC.....	0.59
PHOSPHORIC ACID.....	0.86
CARBONIC ACID.....	0.415

The most eminent authority in this country on the subject of chemistry, and especially beer, is Prof. H. W. Wiley, chief chemist of the Department of Agriculture. All the various beers exhibited at the World's fair at Chicago were referred to him for analysis.

All the yeast used by Professor Wiley in his many experiments in behalf of the United States government is procured by him from the Heurich brewery. He says: "Yeast is one of the most important things in our experimental work. We use fermentation in a great many of our analytical processes."

"Whenever we have any fermenting work to do," added Professor Wiley, "we send down to Mr. Heurich for yeast, and we have stopped using the compressed yeast on the market because we find the yeast furnished us by Mr. Heurich is very superior in its action. I have observed it carefully in fermenting work in comparison with the yeast of commerce."

"Mr. Heurich gets his high quality yeast by careful culture and advanced methods. As to the exact process he uses in working his yeast I have always felt it to be a trade secret, but I have visited the place where he keeps his yeast, and have observed the great care and skill he employs in preserving it in a state of absolute purity."

"We also use Mr. Heurich's malt," con-

cluded Professor Wiley. "In our experimental work in the conversion of starch into sugar, and always find it fresh and active. We have used it for several years, and it has given us no trouble."

It is such indorsements as these which have gained for Mr. Heurich's products the enviable and deserved reputation of being "the best beer in America." This applies to both his light- and dark beers. Heurich's Senate has no equal as a light beer. It is kept by him from eight months to a year before being placed on sale. This carries it through the second stage of fermentation. That it is pure and healthful, if further evidence is needed, it is only necessary to state that leading Washington physicians not only prescribe it for their patients, but drink it themselves.

The famous Heurich's Maerzen, a dark beer, has been brewed for a quarter of a century. It has stood the test of time, and connoisseurs declare it has no equal in the world, not even the famous beer of Munich.

Some of the simpler experiments made to demonstrate the healthfulness of Heurich's beers have demonstrated that an oyster left in this beer will dissolve, whereas if placed in wine or whiskey it will become hard and tough like a piece of leather. Cheese eaten with Heurich's beer is easily digested, even if entirely undigestible otherwise.

The process of brewing at the Heurich brewery is the very best and most modern in every detail. In the great storage cellars the beer is perfectly by aging and kept at a constant temperature by refrigeration, as also is the hop cellar, which is as secure against germs and extraneous substances as if it were hermetically sealed.

The cleaning of the malt, the cooling of the beer, the mashing-in process and the devices for securing absolute perfection and cleanliness are unique and unusual.

Mr. Heurich has hundreds of testimonials from the men who sell him beer, and who drink it, all tending to prove the claim that Heurich's is "the best beer in the world." These include men in every walk of life—statesmen, physicians, lawyers, actors, newspaper men, artists and along through the category, and their general verdict is that Heurich's beers are pure, are popular, are healthful and delicious.

Mr. Heurich claims, and rightly, to be a most practical promoter of temperance. He quotes one of the leading thinkers of this age, who has been joined with the beer has been the greatest agency of the century in reducing drunkenness. "An evidence of this is every detail in the recent reports of army officers, who declare officially that the abolishment of the canteen in the army was a serious mistake and has resulted in whiskey drinking outside of the military posts, and consequent drunkenness, desertion, court-martials and general demoralization among the soldiers. Only beer was sold at the army canteens."

Many eminent physicians of Washington have stated that pure beer, such as that manufactured by Mr. Heurich, is a healthful beverage. It is a gentle tonic, possessing both stimulative and food properties. Physicians themselves pretty generally drink beer to some extent, and they prefer

### HEURICH'S NEW PLANT.

Heurich's products. At a recent annual banquet of the Clinical Society Heurich's beer was the third item on the menu. A leading physician recalled the early days of Washington, when whiskey drinking was the rule. He said he could remember when excursions used to go out of Washington and come back with half the people drunk and fighting. That was in the whiskey drinking era. "Now," he added, "20,000 people can go away on a holiday, not two of them will come back drunk. That is because these are the days of beer."

Mr. Heurich's magnificent brewery, which covers with the most modern and substantial improvements the large tract of land between 25th and 26th streets, D and Water streets, is a living monument to his perseverance, energy and thrift. This locality, not many years ago, was a barren waste, inhabited only by insects and frogs. Now it is a veritable bee hive of industry—a throbbing, pulsating center of business activity, with its army of busy employees, whirling machinery and the hundred and one things which go to make up a great modern brewing establishment.

In every detail and equipped with mechanism which has no duplicate in the world, it is no wonder that Heurich's brewery has become one of the sights of Washington to which visiting strangers make

their pilgrimages to witness the interesting and instructive process of modern beer making and to visit the vast storage rooms where it is perpetual winter.

Mr. Heurich commenced to build his second brewery, on 26th street, in 1877 and 1878, owing to the rapid growth of his business. In 1881 and 1882, his business expansion continuing, he again found it necessary to increase the size of his establishment. The present great plant is his crowning triumph. The marked success of Mr. Christian Heurich is a matter of congratulation to himself and a matter of pride to the city for which he has done so much to uphold.

The winning of the silver medal at the Paris exposition by Mr. Heurich was most significant. In January of 1900 a shipment of bottled beer was made through the Department of Agriculture, in connection with their exhibit, for exhibition, and in the May following a shipment of beer was made direct to the Paris exposition. The latter never arrived, and a suit is now pending in the courts for damages sustained through its loss. The reward, the use of the beer bottled in January, and the award of the silver medal was therefore won by beer that had been bottled six months instead of six weeks.



### IS OLD AND HONORABLE

#### THE SOLID FRANKLIN (FIRE) INSURANCE COMPANY.

Its Charter Was Signed in 1818 by President James Monroe and Henry Clay.

The Franklin (Fire) Insurance Company of Washington, D. C., was chartered by Congress April 9, 1818, and was the first of the kind here established. The charter act bears the signatures of Henry Clay, Speaker of the House of Representatives; John Galliard President of the Senate pro tempore, and James Monroe, President of the United States. The original term of the charter was for twenty years, and renewals have been procured regularly for similar periods.

This standard old company is a veritable business landmark of the District, and its stability and the probity of its managers have never been in question. Among its first stockholders, when the city of Washington was in its swaying infancy, were men prominent in national and local affairs, and the descendants of some of them still hold shares in this company.

One of the brightest pages in the history of this solid old company contains the complimentary and commendable statement of fact that during the eighty-four years of its existence it has never failed to pay a regular dividend semi-annually. Such a record is found in no other company. The standing of this old company is evidenced by the high class of gentlemen who compose its present officers and board of directors. These are: President, Dr. Daniel B. Clarke; treasurer, Mr. Charles S. Bradley; vice president, Mr. James L. Norris; secretary, Dr. W. P. Young. Directors: Dr. Daniel B. Clarke, Messrs. Ralph L. Galt, Alex. Porter Morse, James F. Oyster, Charles S. Bradley, Benjamin W. Guy, James L. Norris, Thomas E. Waggoner, W. Taylor Birch, S. H. Kaufmann, George Ryneal, Jr., and George Wright.

### ABOUT BIRDS AND ANIMALS.

#### A Complete Establishment Where Pets Can Be Procured.

It is the desire of every boy and girl at one time or another to possess a guinea pig, rabbit, turtle or some other zoological specimen. Whenever this desire takes possession of a boy or girl in Washington, and their parents are disposed to gratify it, a visit is generally paid to Edward S. Schmid's Emporium of Pets at 712 13th street.

Mr. Schmid has catered to the fancy of juveniles and grown-ups since 1880, when he established his present business.

Some years ago Mr. Schmid bought from a dealer in New York a bird known as the Rock Mino. The bird was brought here to his store, then situated on 12th street below the avenue. The bird resembled a crow, and the remarkable thing about it was that its voice was so similar in quality to the human voice it was impossible to detect the difference. The bird learned to carry on a regular conversation and was the sensation of the city. Large crowds visited his store daily to see and hear the wonderful bird. He was finally sold to a local restaurant keeper, but died soon afterward.

Always on the lookout for novelties, Mr. Schmid at one time sent a trapper to Mexico to secure parrots. The venture, through the death of the parrots on the way here, cost him a lot of money.

In the establishment may be found anything from meal worms to boa constrictors. The Franklin Fire Insurance Company has provided that a subscription be opened in the city of Washington for raising a capital stock of \$250,000 in shares of \$25 each, and that as soon as 5,000 shares had been subscribed the stockholders would proceed to the formation of the company by the high class of gentlemen who compose its present officers and board of directors. The company was formed with but \$25,000 actual cash. While \$125,000 had been subscribed, \$100,000 of this amount was in negotiable notes. At that time the population of Washington was not over 20,000.

The first offices of the company were located in the building on the north side of Pennsylvania avenue between 6th and 7th streets known as Davis' Tavern. They were later moved to a room in Gadsby's house on 6th street. After other changes the company in 1865 purchased the present handsome quarters, 419 10th street.

### BILLIARDS IN THE HOME

#### THE BRUNSWICK-BALKE COLLENDER COMPANY.

It Has Become a Popular House and Introduces a Popular Fireside Fad.

A history of the industrial growth of Washington would be incomplete if mention were not made of the well-known Brunswick-Balke Colender Company of 712 13th street northwest, whose large and prosperous establishment is so widely known.

The general public, the product of the world-wide reputation, there not being a city or town in the United States which does not have its billiard tables in either private residences or clubs.

Of all the forms of indoor recreation there are none more popular than the home billiard table. In fact, modern houses are now being built with arrangements for the accommodation of billiard tables, and in Washington this fact is strikingly shown by the many individuals who have installed billiard tables in their homes.

In January, 1891, the Brunswick-Balke Colender Company opened a branch house at 1411 Pennsylvania avenue northwest, the concern occupying the upper floors at this number, which they utilized for the sale of their goods and also as an office. Prior to the establishment of this office the company's representatives were accustomed to visit the city only on occasions which required their attention.

The business grew with remarkable rapidity, and in 1894 it was moved to 1310 Pennsylvania avenue northwest, where the limited facilities at their former number. A work shop was added and was under the charge of a foreman with capable mechanics, well equipped with all the necessary tools and appliances for the repair and renovation of billiard tables and all work appertaining to their line of business.

In addition to their billiard tables, the company also does a large business in the refrigerator line. This company has designed, made and installed a large number of the large and small refrigerators used in the hospitals and other institutions. It has also built special designs of refrigerators for a large number of restaurants, grocery and provision stores in Washington. The refrigerators for private houses have become quite popular, there being twenty-seven hundred now installed in this city. This company owns and controls all of

### THE JEWELRY HOUSE OF J. KARR'S SONS.

#### THE FIRM HAD CHARGE OF THE TIMEPIECES OF THE HOUSE AND SENATE.

A history of the progress of Washington's business enterprises would not be complete unless mention is made of the well-known jewelry house of Messrs. J. Karr's Sons, now at the new location, 1225 F street.

For forty-five years this was one of the leading business houses on Pennsylvania avenue, and within the past few months the firm has moved into its present commodious quarters on F street.

This business was established by Mr. Jacob Karr, who came to Washington in 1856, and a year later started in business at what is now 319 Pennsylvania avenue, between 3d and 4th streets, as a watch and chronometer maker and jeweler. Watchmaking in those days was in many respects a different proposition to what it is today, and the old English watches, with verge fuses and chain, then commonly in use, required expert workmanship. Mr. Karr's efficiency in this line was quickly recognized, and his success was assured.

In the latter part of the sixties that Mr. Karr made several business trips to Europe, making a study of the watchmaking industry abroad, bringing back with him the latest improved machinery for the construction of watches. It was at this time that he began the importation of watches, clocks and art goods. Mr. Karr, for years had charge of all the chronometers, watches and jewelry in the United States naval observatory, coast survey and other government departments.

He also had charge of the timepieces in the United States Senate and House of Representatives. Many Washingtonians no doubt remember the subsequent location of this business at 422 Pennsylvania avenue, adjoining the old St. Marc Hotel, where for years Mr. Karr conducted his establishment. The location was then in the very heart of the retail business of Washington. It was here, in the eighties, that Mr. Karr's sons, Mr. Henry C. Karr, and Mr. Andrew C. Karr, began their active business careers, deriving the many advantages of an established business and a thorough training in the technical branches of the watch and jewelry trades. Mr. Henry C. Karr's education was still further advanced by a stay at what is now 319 Pennsylvania avenue, where he was graduated from the Horological Institute of Glashütte, near Dresden, Germany, in 1888. Mr. Karr purchased the jewelry business of the late Henry Semken, who for many years was well and favorably known as one of Washington's leading jewelers.

The business was located at the corner of 10th street and Pennsylvania avenue, and was conducted successfully for fifteen years in this place, until recently, owing to the ever-increasing business, the firm moved into its present elegant quarters on F street. While the business is at present conducted by Mr. Henry C. Karr, Mr. Andrew C. Karr, nevertheless devotes much of his time to the business, giving special attention to the supervision of repairing fine watches, for which he is specially noted.

The success of the house has been marked and gradual, keeping pace with the growth of the city, and the firm takes pride in hav-

### THE BERLITZ SYSTEM

#### FAMOUS PLAN OF A FAMOUS LANGUAGE SCHOOL.

Gold Medals of Paris Exposition—Nine Hundred Teachers and 30,000 Pupils.

Of all the private educational institutions here the growth of the Berlitz School of Languages has been most remarkable. It was a success from the start, and it was a success sure to be lasting. Much of this is due to Professor Gonard. The system is unquestionably one of the best; but the best system in the world would be a dismal failure in incompetent hands.

In no other city of the Union is there more need of such an institution as the Berlitz School than there is in Washington. New York is cosmopolitan, with a large foreign population, but the demand for purity of expression for absolute accuracy in accent, is not such as it is in Washington. Men of deep learning, scholars in the full sense of the term, are to be met here at every turn. A smattering of this language or that would hold one up to ridicule. To this high plane of excellence Professor Gonard has brought the Berlitz School.

The first of these institutions was established in 1878, and there are now over 150 branches, scattered all over the world, with an average of 900 teachers and 30,000 pupils. The Berlitz method was awarded two gold and two silver medals at the Paris exposition of 1900, and its author decorated by France, Chevalier of Legion of Honor.

The Washington branch is located at 723 14th street northwest, where, under the management of Prof. A. Gonard, more than 800 pupils studied foreign idioms last year, mostly French, Spanish and German.

Studying a language in the Berlitz School is not the everlasting and tedious work which we used to do years ago when trying to learn French or German; it is a pleasure and a time killer, in spite of the wonderfully rapid progress made by the student.

Maurice Normand, the celebrated French author, writes in L'Illustration: "It is proved that (in the Berlitz School) a person fifty-five years old, very busy, who devotes, every day, one hour and a half of his or her time to the study of a modern language of which he or she knows absolutely nothing can acquire, in less than two months, the practical use of a sufficient vocabulary to correctly converse on all usual subjects. A friend of mine and I have done it."

MAURICE NORMAND, in L'Illustration. (Translation.) The German Encyclopedia (Meyers Con. Lex.) says: "The Berlitz method is the systematized form of learning a foreign language in a foreign country by its actual use." The superiority of these institutions for the study of modern languages is well established by their excellent reputation, as by testimonials from leading educators of Europe and America.

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